



Discover How a Leading Bank Reimagined Customer Engagement with Genesys Cloud CX

Overview

A leading customer-owned bank in Australia set out to redefine how it connects with its 300,000 members. With a clear vision to deliver a seamless, human-centred experience across every channel, the organisation sought to modernise its ageing on-premise systems.

By partnering with Black Box, the bank transitioned to the Genesys Cloud CX platform, a secure, scalable, and AI-ready solution that unified customer interactions across voice, email, chat, and digital channels. This transformation marked a significant step in aligning the bank's purpose-driven mission with advanced technology, enabling more personalised, efficient, and resilient customer engagement.

As a purpose-driven organisation committed to harmonising ethos with performance, the bank required a robust and future-proof platform capable of supporting growth, innovation, and compliance. With Genesys Cloud CX, it can now scale effortlessly to support new offerings and member expansion while ensuring every interaction remains seamless and secure.

Challenges

The bank's legacy contact centre had reached the end of its lifecycle, limiting visibility into customer interactions and restricting opportunities for AI innovation. Agents lacked access to complete journey histories, making it difficult to personalise engagement or anticipate member needs. Operational insight was also a concern, with management needing real-time performance dashboards to monitor service levels and team productivity. Integrations with Microsoft 365 and other business systems were cumbersome, slowing collaboration and decision-making.

Additionally, as a regulated financial institution, the bank required strict data sovereignty compliance under APRA guidelines while maintaining security for remote agents across multiple states. The challenge was to deploy a flexible, cloud-based solution that balanced agility, compliance, and operational continuity.

AT A GLANCE

CHALLENGES

- Legacy on-premise contact centre nearing end of support
- Limited visibility into customer journey and interactions
- Outdated system restricted AI innovation and scalability

SOLUTIONS

- Deployed a modern cloud-native CX platform with expanded digital channels
- Integrated customer journey visibility and historical interaction tracking
- Enabled dashboards for operational management and performance insight
- Implemented voice recognition for secure, efficient authentication

RESULTS

- Continuous updates and access to the latest AI innovations
- Unified platform experience with extensive third-party API integrations
- Improved agility and scalability to meet growing business needs

BENEFITS

- Increased agent autonomy and reduced administrative workload
- Improved system performance with optimised resource use
- Enhanced productivity and flexible remote work capabilities
- Streamlined workflows delivering a better customer experience



Solutions

To solve these challenges, the organisation partnered with Black Box and deployed the Genesys Cloud CX solution for more than 250 contact centre seats and 230 business users. The unified, cloud-based platform brought together customer interactions across voice, email, webchat, and callback, with the scalability to introduce new channels as business needs evolve.

Through Customer Journey Tracking, agents gained full visibility into every interaction, enabling quicker responses and a more consistent service experience. Genesys Wallboard dashboards gave managers real-time insights into performance metrics and service levels, while historical call recordings were securely migrated to ensure compliance and continuity.

The integration of Genesys Knowledge Management laid the foundation for AI-driven agent support through Genesys Co-Pilot, enabling smarter assistance and faster resolutions. A successful pilot with Microsoft Dynamics 365 strengthened collaboration between customer-facing and back-office operations, improving workflow efficiency. To fortify both security and efficiency, Nuance Voice Biometrics was implemented, enabling automated authentication and precise identity verification. Collectively, these advancements have created a secure, adaptive, and intelligent contact centre ecosystem, enhancing service excellence, operational agility, and long-term scalability.

Why Black Box?

Black Box played a critical role in enabling this transformation. By combining deep CX expertise with an understanding of the bank's purpose-led vision, the team designed a solution that prioritised both customer experience and operational efficiency. Our ability to integrate advanced tools, such as Genesys Knowledge Management and Voice Biometrics while maintaining compliance and security, ensured a smooth transition to a future-ready cloud environment.

Through close collaboration and precision delivery, Black Box helped the organisation achieve its goal of providing secure, consistent, and human-centred customer experiences. The result is a modernised platform that empowered teams, strengthened resilience, and set a new benchmark for service excellence in the banking sector.

Black Box is a global leader in digital infrastructure solutions, delivering network and system integration, managed services, and technology products to Fortune 100 and top global enterprises. With a presence across the United States, Europe, India, Asia Pacific, the Middle East, and Latin America, Black Box serves businesses across financial services, technology, healthcare, retail, public services, and manufacturing.

Result

The transformation delivered immediate improvements in both operational performance and customer experience. Agents gained greater autonomy and streamlined workflows, reducing administrative effort and improving productivity. The ability to assign Agent Co-Pilot individually enhanced flexibility and cost efficiency by focusing support where it was most beneficial. Operational resilience increased through proactive innovation sessions and built-in contingency options. System performance improved significantly, with optimised resource and bandwidth utilisation making desktops faster and more responsive. Upgraded IVR recordings and simplified wrap-up processes elevated both usability and accuracy, while auto-answer functionality across channels further strengthened operational efficiency.

These improvements created a more agile, scalable, and member-focused contact centre capable of evolving with the organisation's digital growth and long-term objectives.